



Former Sakura Bank's headquarters

Former Sakura Bank

Year 2000 October

- Joins two other Mitsui Group companies, Mitsui Marine & Fire Insurance Co., Ltd., and Mitsui Mutual Life Insurance Co., in a strategic business alliance

December

- Launches TV banking services using digital transmissions over broadcast satellites
- Partners with GE Capital Japan to offer loans to corporate clients via the Web
- Signs joint agreement for *Edy*, a prepaid

electronic money service worthy of the information age

- Delists common shares from the Swiss Stock Exchange

Year 2001 January

- Delists common shares from the Paris Stock Exchange

March

- Delists common shares from the Frankfurt Stock Exchange



Former Sumitomo Bank's headquarters

Former Sumitomo Bank

Year 2000 November

- Starts operation of *NetDebit*, a settlement service for Internet shopping
- Launches the *One's Direct* service

Year 2001 February

- Commences handling the *Complete* Internet settlement service for corporations

March

- Delists common shares from the Paris Stock Exchange

1999

2000

2001

Steps toward Merger

Year 1999 October

- The founding banks conclude the Strategic Alliance and Integration of Sakura Bank and Sumitomo Agreement on the premise of a future merger.

Year 2000 April

- The founding banks announce their merger for April 1, 2001, as the new entity, Sumitomo Mitsui Banking Corporation

June

- Shareholders approve the merger at the respective shareholders' meetings

November

- The founding banks announce the new bank's logo and corporate colors
- The founding banks announce the reorganization of Sumitomo Credit Service Co., Ltd., and Sakura Card Co., Ltd.

December

- The Financial Services Agency approves the merger

Year 2001 January

- The founding banks agree to reorganize and merge Sakura Institute of Research Inc., The Japan Research Institute, Ltd., and The JRI Business Consulting, Ltd.
- Agreement is reached on merging Sakura Capital Co., Ltd., and SB Investment Co., Ltd.

February

- The founding banks announce the agreement in principle for the merger and name change for Daiwa Securities SB Capital Markets Co., Ltd., and Sakura Securities Co., Ltd.

March

- The founding banks announce the expansion of the ATM tie-up with Sumitomo Life Insurance Company and Mitsui Mutual Life Insurance Co.

Symbol

The ascending curve of the symbol, named the “Rising Mark”, signifies the new bank’s growth through the application of the diverse skills of SMBC staff to provide progressive, value-added financial services and, through these services, to contribute to the welfare of customers, shareholders and the community at large. We have selected “fresh green” and “trad green” as the two corporate colors. Fresh green is used in the Rising Mark to express our youthful, knowledgeable and friendly approach, while trad green is used as the symbol’s background and text color to represent our tradition, reliability and stability. The symbol, color scheme and the SMBC abbreviation, collectively referred to as our “Mark Unit”, is used consistently to promote our corporate identity.



Mark Unit



Headquarters of Sumitomo Mitsui Banking Corporation
(Began operation on April 2, 2001)

Sumitomo Mitsui Banking Corporation

Year 2001

April

- Sumitomo Mitsui Banking Corporation begins operation

May

- The Bank takes over housing loans from Mitsui Mutual Life Insurance Co.
- The Bank announces the establishment of the Advisory Board

June

- The Bank transfers its Sakura Trust & Banking Co., Ltd., shares to Chuo Mitsui Trust and Banking Co., Ltd.